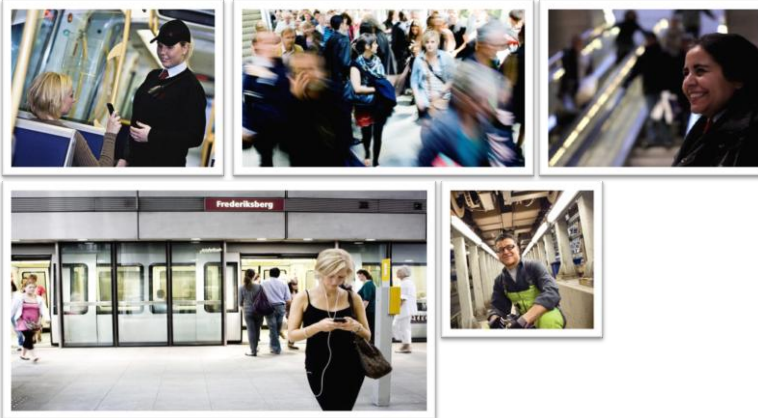


Welcome to Copenhagen Metro

Presentation by Claudio Cassarino, Managing Director, Metro Service / Copenhagen Metro



The Copenhagen Metro

- Opened October 19th 2002
- 21 km with two lines
- 22 stations
9 underground
13 above ground
- 34 trains
- 52 millions passengers in 2010
- 24 hour service
Peak hour (7 am – 9 am + 2 pm – 6 pm) 2/4 minutes
Off peak 3/6 minutes
Night (Midnight – 5 am) 20 min. weekdays, 15 minutes weekends



Presenting Metro Service

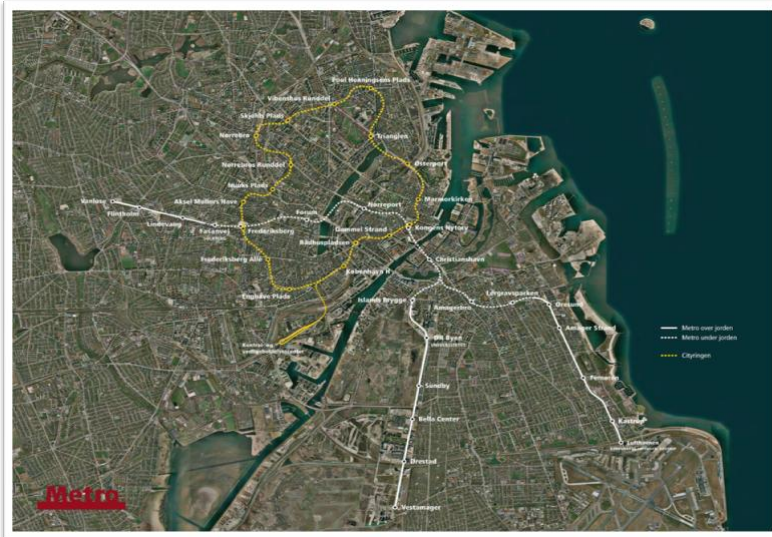
- The Copenhagen Metro is operated by a joint venture of ATM and Ansaldo STS
- 290 employees work in maintenance, operations, safety, customer service, communication/marketing and administration
- Awarded as world's best Metro in 2008 and 2010
- Awarded best driverless Metro in 2009, 2010 and 2011



The history of the project



The City Ring



Benefits of a driverless system

- High level of efficiency and service availability
- High frequency and flexibility
- Reduced cost for manpower
- Very safe system (Bostrab)

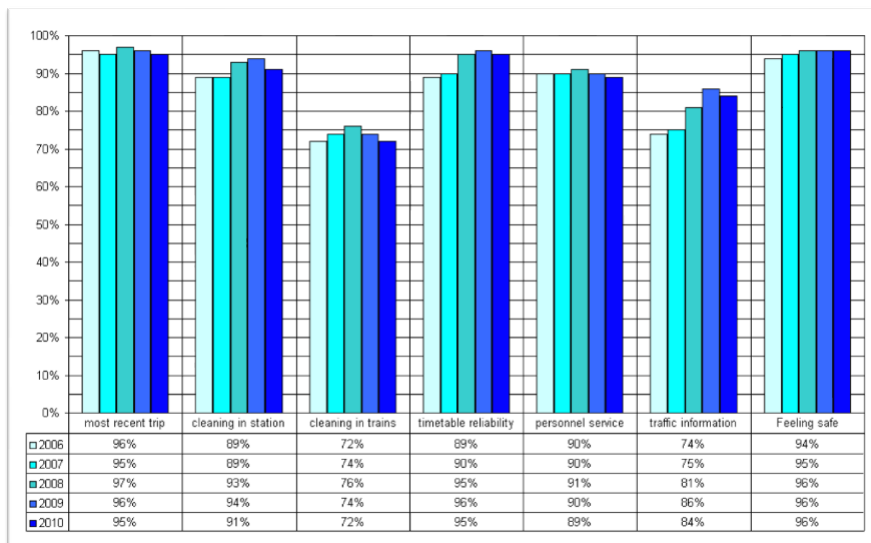


24/7 Service

- Copenhagen is the first European city to have a Metro railway running 24/7
- Copenhagen is a living city and the Metro is its backbone
- Public transport is delivered to citizens as a primary social service

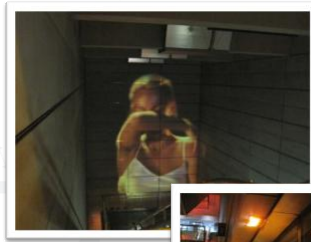


Customer Satisfaction



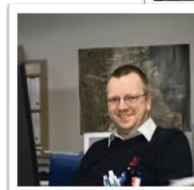
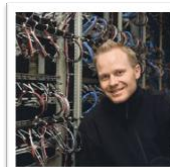
Marketing strategy - Lifelines

- ...we brand the Metro as the lifeline for a vibrant and active city life – and as a safe and reliable mode of transportation.
- ... we embrace the city, people, cultures, businesses and opportunities.
- We focus on experiences and events based marketing
- We focus on new media and creating a strong mobile platform (buy tickets, check departures, connections to other modes of transport)



Taking care of People

- Employees in Metro Service are considered the most valuable resource
- Information & Dialogue
- Job Satisfaction
- Professional Development
- Work Environment
- Appreciative Management



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